

REQUEST FOR QUALIFICATIONS

Design and Development Plan for Cultural District Greensboro, North Carolina

(Due date for RFQ: 4PM on Friday, September 14, 2007)

The City of Greensboro, NC Executive Department seeks Statements of Qualifications from a multi-disciplinary consultant team that has experience with:

- Center city / downtown planning
- Formulation of a unifying design theme from multiple planning and development efforts
- Analysis of market potential
- Involvement of elected leadership
- Environmental considerations

Background

Over the past 6-7 years, downtown Greensboro has experienced fast-paced economic development. New developments include a minor league ballpark, approximately 200 residential units including an award-winning New Urbanist development of live/work townhomes, condominiums, and renovated historic homes, an acclaimed regional professional theatre, restaurants and entertainment venues, and a 2-acre urban park in the center of downtown.

With emerging interest in residential and commercial development on the north end of downtown and the opening of Center City Park in December 2006, community focus and activity has increased in the Cultural District. Existing facilities assessed their priorities, challenges, and potential, and some environmental challenges were identified. The Cultural District re-emerged as a critical piece in downtown growth and a core representation of our community's arts and cultural assets.

Property within the study area is owned by relatively few entities including both public and private ownership. Beginning in February 2007, a small group comprised primarily of property owners in the district and led by the City Manager, examined previous and current planning efforts. These plans (approximately ten since 2002) incorporated a great deal of community input and will serve as a starting point for discussion and consultant work.

Objective

Our objective is to sharpen the community vision acquired from previous planning efforts and formulate a design and development plan that would maximize the potential use and value of the entire area. The land use concepts will include economically viable activities that the City of Greensboro might undertake such as streetscapes or parks as well as private property development concepts.

Study Area Description (Map Attached)

The Cultural District study area is bordered by Lindsay Street, Murrow Boulevard, Washington Street, and Elm Street. This includes the Greensboro Cultural Center,

Festival Park, Center City Park, Greensboro Public Library, YWCA, Greensboro Children's Museum, Greensboro Historical Museum, area parking garages, Greensboro Transit Authority property, various commercial properties and parking lots along Church Street, and the Depot (multi-modal transportation center).

The Cultural District is adjacent to two historic neighborhoods (Aycock Neighborhood and Fisher Park), Elm Street (downtown's retail corridor), a cluster of Class-A office buildings, and a luxury hi-rise condominium development under construction.

Project Goals

With this unifying design and development plan for the district, we seek to:

1. Maximize existing facilities and public space.
 - Examine current amenities and features within the district and formulate development options with compatible uses.
 - Inventory and incorporate known expansion and development plans.
 - Identify priorities for City capital improvements to City facilities.
 - Understand environmental considerations and limitations.
 - Promote pedestrian connections between facilities, both in the built environment and through signage.
2. Generate revenue and economic vibrancy in the district.
 - Find ways to generate additional tax revenue streams within the Cultural District.
 - Discover market potential for existing and future development/facilities.
 - Maximize existing market demand.
3. Develop a plan that is embraced by our community.
 - Fit the design and development plan into existing planning efforts, all of which included a great deal of public input.
 - Secure endorsement from City Council to leverage City participation.
 - Develop a plan that current and future property owners will voluntarily abide by, rather than a plan that requires compliance.
 - Create an environment that would help expand the current footprint of center city development.

Contact/Submittal info

Date due

All statements of qualifications must be received by 4 P.M. on Friday, September 14, 2007. This is a firm in-hand deadline. Nine bound and one unbound copy of the submittal response, including all attachments and exhibits should be submitted. Electronic copies of the submittal response narrative must also be submitted by the

deadline. Attachments and exhibits may be submitted electronically if available but are not required to be submitted electronically. Please deliver responses to:

Mailing Address:

April Harris
City of Greensboro, Executive Department
P.O. Box 3136
Greensboro, NC 27402-3136

Street address:

City of Greensboro
Greensboro Cultural Center
200 North Davie Street, 3rd floor
Greensboro NC 27401

Email address:

april.harris@greensboro-nc.gov.

Conference call for questions

Potential consultants are encouraged to participate in a question-and-answer conference call with the city manager and planning/transportation staff. This is scheduled for:

Wednesday, September 5, 2007
9:00 am – 10:00 am EST
Dial: 336-373-4912

Otherwise, questions should be submitted to City of Greensboro Executive Department, care of April Harris, either at the address listed above, via phone at 336-373-4678 or via email at april.harris@greensboro-nc.gov.

Submission Requirements

Please submit the following

- Firm or consulting team description, including roles and responsibilities of each firm represented in the team and whether team members have worked together on past projects
- Statement of qualifications for each team member, focusing on past experiences and successes on similar projects.
- Project list of similar completed projects for which the firm or individual had primary responsibility for completing.
- List of key personnel to be assigned to this project.
- References: Complete and current list of contact information of clients who can speak to the work effort of the firm. **NOTE: References will be contacted.**
- Availability of firm and key personnel, including indications of the current and anticipated workload of other projects for key team members
- 3 samples of representative work similar in nature to this project.
- 10 copies of the entire submission.

Selection criteria

The qualities that the City will be looking for in the statement of qualifications include:

- Downtown / center city planning experience
- Inclusive public process experience, especially experience involving elected leadership.
- Ability to combine previous and current planning efforts to develop a unifying design theme.
- Track record demonstrating the ability to balance overall community needs and vision with the desires of individual property owners.
- Experience with development of market studies and analysis and fiscally sound development planning
- Experience with identification and management of environmental considerations
- Mixed-use planning experience that has resulted in successful developments in the central city, center city or urban core area
- Experienced key staff members that will play significant roles in the planning process and will effectively communicate with the client
- Success in a market comparable to Greensboro
- Experience in arts and entertainment district planning

Request for Proposals

For those firms selected by the City for submittal of proposals, the following information is presented about the proposal process:

1. Based on qualifications, only a select number will be asked to submit a proposal. Firms will be notified about their selection for submittal of full proposals by September 28, 2007.
2. The deadline for receipt of full proposals will be October 26, 2007.
3. The format for the proposals will be forwarded with the notification of selection, but will include at a minimum:
 - a. Methods for conducting the public process
 - b. Tools to be used to actively engage the participants in design of the district
 - c. How the team will ensure that the development plan integrates with the surrounding community
 - d. How market feasibility will be determined
 - e. How environmental considerations will be determined
 - f. Fee estimate
4. A limited number of firms will be selected for interviews during the week of November 12-15, 2007.

NOTE: The above dates are estimates. The schedule may be adjusted due to the volume or quality of the statement of qualifications or subsequent proposals.

